



Collaboration: The Key to Building Healthy, Equitable Communities!

Darrin W. Anderson, Sr., PhD, MS

New Jersey Partnership for Healthy Kids

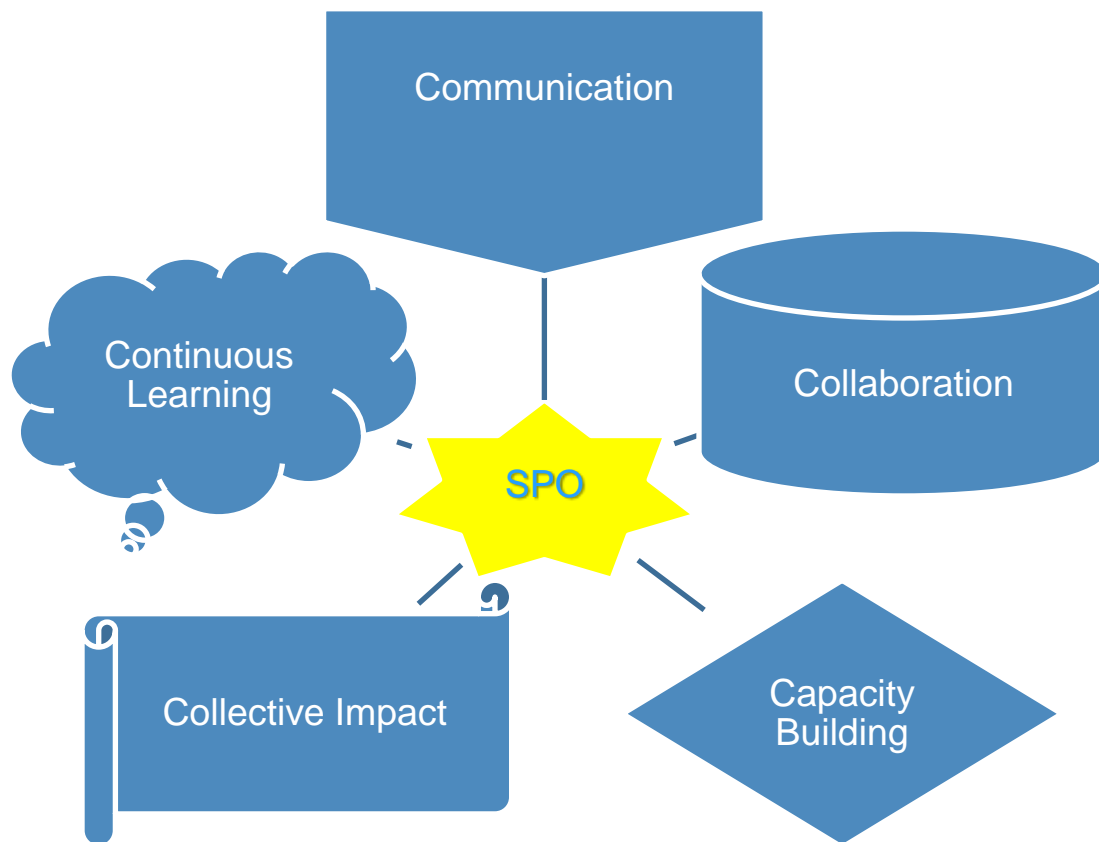
Communities Making a Difference to Prevent Childhood Obesity

New Jersey Partnership for Healthy Kids, a State Program Office of the Robert Wood Johnson Foundation (RWJF) with technical assistance and direction provided by the NJ YMCA State Alliance, connects, convene and empowers community partnerships and collective impact efforts to advance policy, environmental and system change that help children achieve a healthy weight.

Technical Assistance



Robert Wood Johnson Foundation



New Jersey Partnership for Healthy Kids

Communities Making a Difference to Prevent Childhood Obesity

NOTICE

**THIS DEPARTMENT REQUIRES NO
PHYSICAL FITNESS PROGRAM.**

**EVERYONE GETS ENOUGH EXERCISE
JUMPING TO CONCLUSIONS, FLYING
OFF THE HANDLE, RUNNING DOWN
THE BOSS, KNIFING FRIENDS IN THE
BACK, DODGING RESPONSIBILITY,
AND PUSHING THEIR LUCK.**

Collaboration Principles



Robert Wood Johnson Foundation

Ideal World	Real World
Shared Vision	Play Fair
Adapt to Emerging Opportunities	Ameba
Borrow & Build	Steal Shamelessly
Engage	Threaten
Serve in multiple roles	Windex!
Use data to guide, not drive	Gas!
Distribute Ownership	Don't be a ball hog!

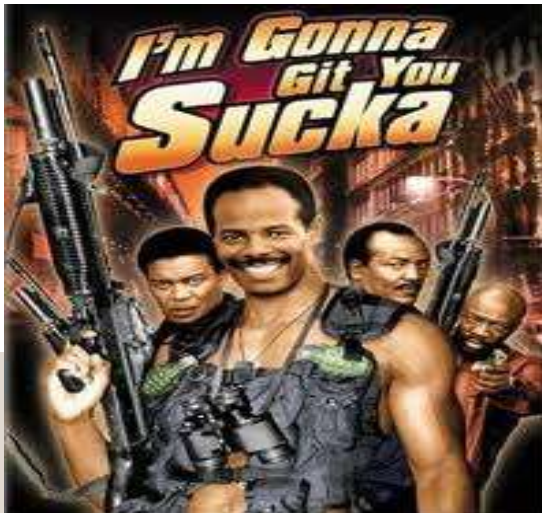
New Jersey Partnership for Healthy Kids
Communities Making a Difference to Prevent Childhood Obesity

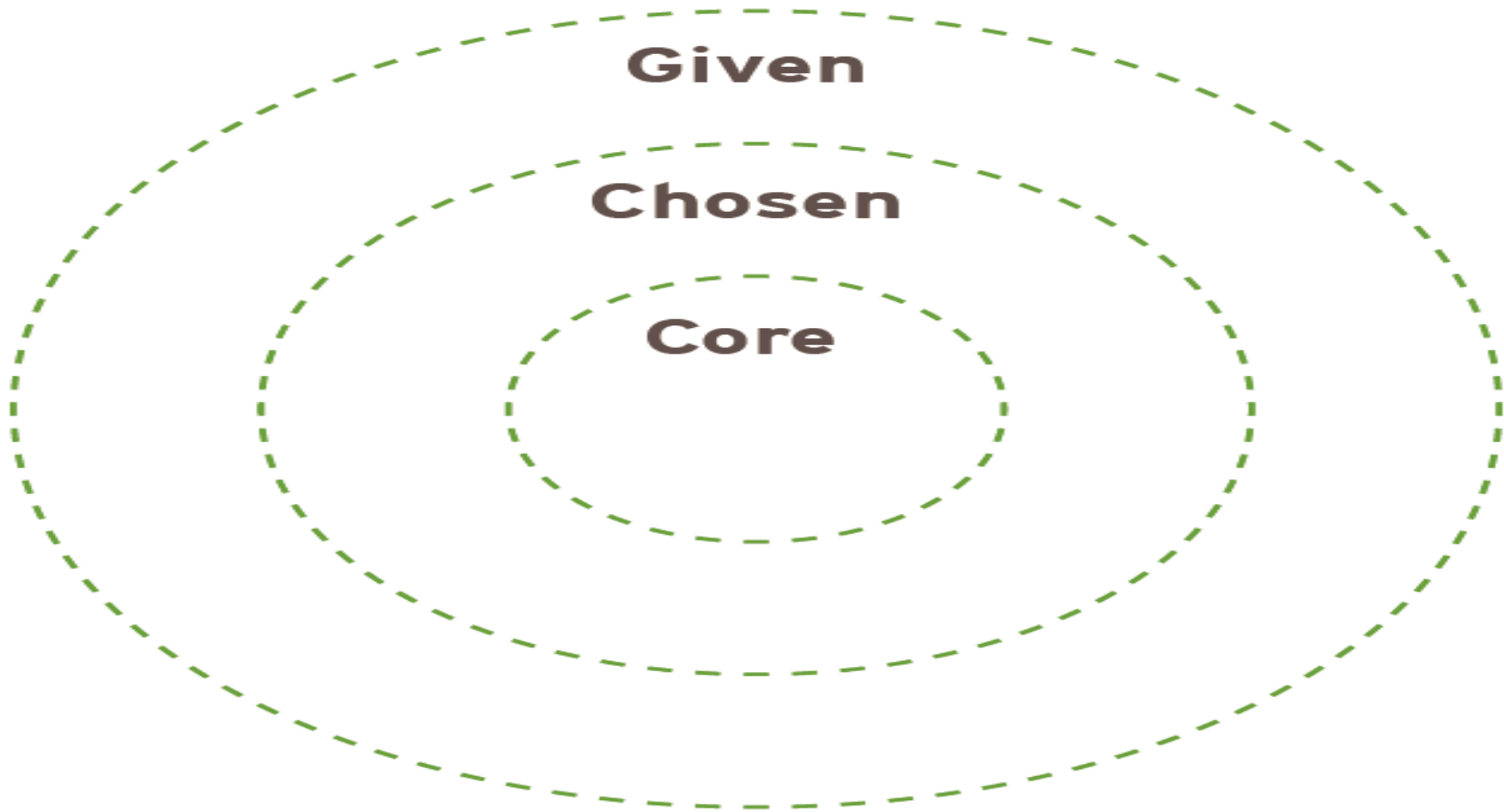
YUSA-Leading Practices in Urban Settings:
PHC'S 7 Leading Practices

Great Collaborations



Robert Wood Johnson Foundation





The Spectrum of Community Engagement



Robert Wood Johnson Foundation



Jenkins, B. "Health Disparities: Why we have not solved the problem, Why we need new approaches." The Research Center on Health Disparities, Morehouse College, April 2004.

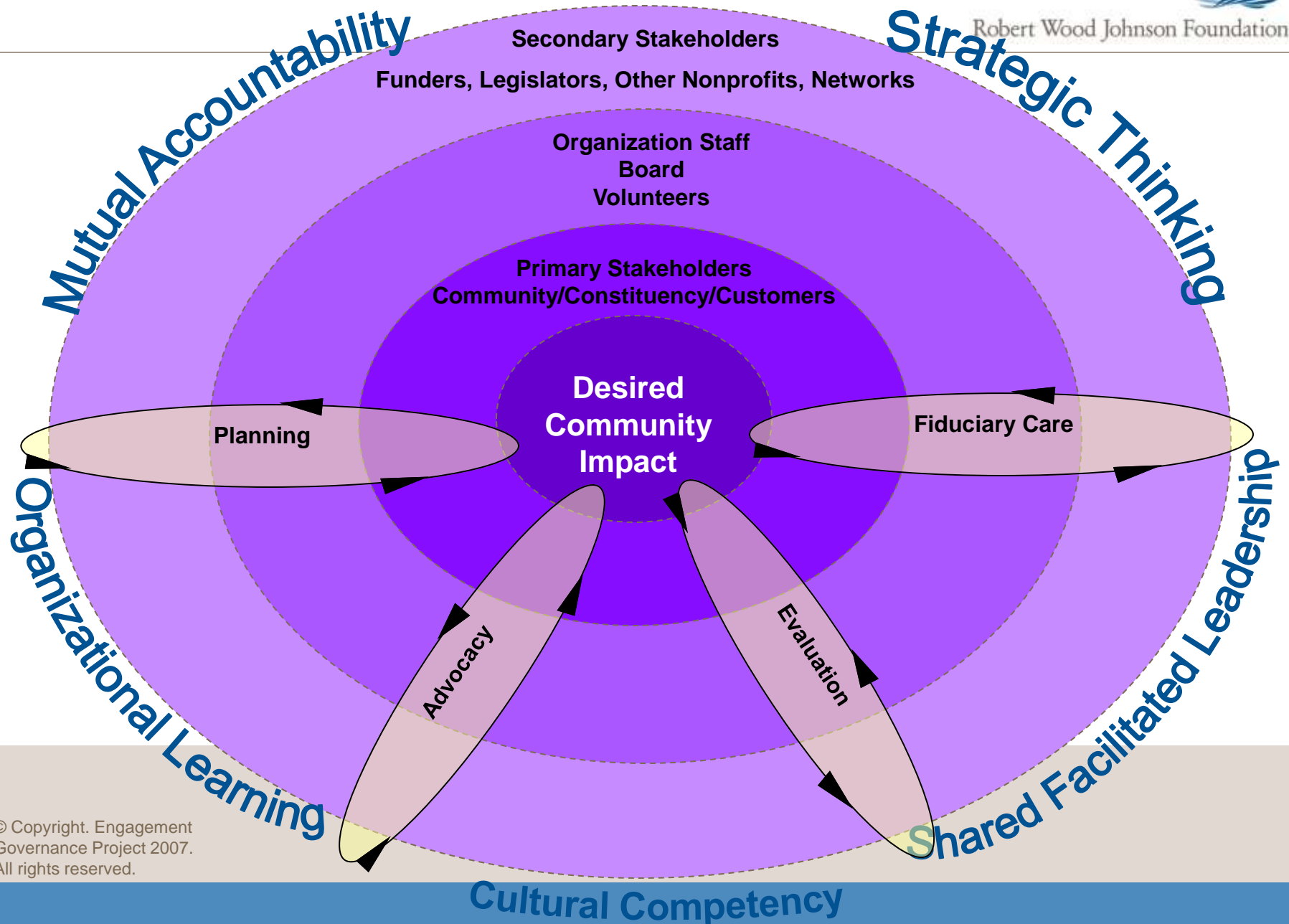
Robert Wood Johnson Foundation



Community-Engagement Governance



Robert Wood Johnson Foundation



Community Competent



Mason et al.'s Cultural Competence Model (1996)



Robert Wood Johnson Foundation

Cultural Destructiveness	Refusal to acknowledge the presence or importance of cultural differences; Differences are punished and suppressed; Schools endorse the myth of universality.
Cultural Incapacity	The individual or organization chooses to ignore cultural differences; No attention is devoted to supporting cultural differences; Emphasis may be on the cognitive growth and maturity of youngsters versus addressing the issues of cultural awareness.
Cultural Blindness	Individuals and organizations believe that cultural differences are of little importance; People are viewed through a western cultural mainstream lens; Messages are communicated to students that their culture is of little consequence to the learning experience.
Cultural Pre-Competence	The individual or organization recognizes and responds to cultural differences; There is an open acknowledgement of the need for cultural competence; Educators may seek out new information regarding diversity by attending training sessions or interacting with those individuals who have insider cultural information.
Cultural Competence	The individual and organization value and appreciate cultural differences; Exploration of issues related to equity, cultural history, knowledge, and social justice; Students' cultural experiences are valued and integrated into the learning process.

Six Ways To Talk About Social Determinants of Health



Robert Wood Johnson Foundation

- **Health starts, long before illness, in homes, schools and jobs**
- **All American should have opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background**
- **Your neighborhood or job shouldn't be hazardous to your health**
- **Your opportunity for health starts long before you need medical care**
- **Health begins where we live, learn, work and play.**
- **The opportunity for health begins in our families neighborhood, schools and jobs.**

Six Ways To Talk About Social Determinants of Health



Robert Wood Johnson Foundation

- **Health starts, long before illness, in homes, schools and jobs**
- **All American should have opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background**
- **Your neighborhood or job shouldn't be hazardous to your health**
- **Your opportunity for health starts long before you need medical care**
- **Health begins where we live, learn, work and play.**
- **The opportunity for health begins in our families neighborhood, schools and jobs.**

Why these work:

- **The proxy statements use colloquial, values-driven language and relatable lifestyle references that engage people.**
- **These statements all focus on the solution versus the problem.**
- **Some of the statements implicitly acknowledge the notion of personal responsibility**

How would you communicate these terms!



Robert Wood Johnson Foundation

- **Vulnerable Populations**
- **Health Disparities**
- **Poverty**
- **Low-income families**
- **Violence**
- **Refugees and Immigrants**
- **Youth & Teens**

New Jersey Partnership for Healthy Kids

Communities Making a Difference to Prevent Childhood Obesity

How would you communicate these terms!



Robert Wood Johnson Foundation

- **Vulnerable Populations**

- American who face significant barriers to better health

- **Health Disparities**

- Raising the bar for everyone

- **Poverty**

- Families who cannot afford the basic in life

- **Low-income workers and families**

- People who work for a living and still can't pay their rent

- **Violence**

- Unsafe Streets

- **Refugees and Immigrants**

- People seeking a new home in America

- **Youth & Teens**

- The years of danger and opportunity